

1994 VIRGINIA SLIMS TENNIS

MARKET/PUBLICATIONS	LANG	TYPE	CIRC (M)	FREQUENCY	FULL PAGE SIZE (IN)	TOT. COL. IN/PG	FULL PG SIZE (COL x IN)	1X COL. IN/RATE	GROSS COST P10/1X	CPM P10/1X	INSERTION DATE	SPACE CLOSE	MATERIALS CLOSE	FINAL CREATIVE DIMEN.	PAID COL IN # OF PER AD	TOTAL COST
CHICAGO / FEB 7-13																
EXITO	S	TAB	65.0	WEEKLY (TH)	10 13/16 X 14	70	5 X 14	44.50	2500.00 *	36.46	1/20, 1/27 & 2/3	1/14, 1/21 & 1/28	1/14, 1/21 & 1/28	6 7/16 X 10 1/2	31.5	3 4295.25
EXTRA	B	TAB	68.0	WEEKLY (TH)	10 1/4 X 13	52	4 X 13	48.40	2516.80	37.01	1/27 & 2/3	1/21 & 1/28	1/24 & 1/31	6 7/16 X 10 1/2	31.5	2 3049.20
LARAZA	S	TAB	40.0	WEEKLY (TH)	11 1/2 X 13	65	5 X 13	27.00	1755.00	43.88	1/27 & 2/3	1/24 & 1/31	1/24 & 1/31	6 7/16 X 10 1/2	31.5	2 1701.00
MOMENTO	B	TAB	20.0	WEEKLY (TH)	10 1/2 X 13	65	5 X 13	17.50	1137.50	56.88	1/27 & 2/3	1/21 & 1/28	1/25 & 2/1	6 7/16 X 10 1/2	31.5	2 1102.50
CHICAGO TOTAL																10057.95

* PLEASE NOTE: FULL PAGE RATE FOR EXITO REFLECTS A DISCOUNT OVER THE COLUMN INCH RATES

FLORIDA / FEB 28 - MARCH 6																
DIARIO LAS AMERICAS	S	B/S	66.0	DAILY (T-SU)	13 X 21	126	6 X 21	28.00	3528.00	53.45	2/20 & 2/27	2/17 & 2/24	2/17 & 2/24	6 7/16 X 10 1/2	31.5	2 1764.00
EL NUEVO HERALD	S	B/S	101.8	DAILY	13 X 22 1/2	135	6 X 22 1/2	37.00	4995.00	49.07	2/18 & 2/25	2/16 & 2/23	2/16 & 2/23	6 7/16 X 10 1/2	31.5	2 2331.00
EL NUEVO PATRIA	S	B/S	28.5	WEEKLY (TH)	10 X 16	96	6 X 16	15.47	1484.80	52.10	2/17 & 2/24	2/14 & 2/21	2/14 & 2/21	6 7/16 X 10 1/2	31.5	2 974.40
EXITO	S	TAB	75.0	WEEKLY (W)	10 13/16 X 13	65	5 X 13	29.45	1914.25	25.52	2/16 & 2/23	2/11 & 2/18	2/11 & 2/18	6 7/16 X 10 1/2	31.5	2 1855.35
LA VOZ DE LA CALLE	S	B/S	20.0	WEEKLY (F)	10 1/2 X 17	102	6 X 17	7.00	600.00 *	30.00	2/18 & 2/25	2/11 & 2/18	2/11 & 2/18	6 7/16 X 10 1/2	31.5	2 441.00
FLORIDA TOTAL																7385.75

* PLEASE NOTE: FULL PAGE RATE FOR LA VOZ REFLECTS A DISCOUNT OVER THE COLUMN INCH RATE

HOUSTON / MARCH 21-27																
EL MEXICA	S	B/S	55.0	WEEKLY (TH)	13 X 21	126	6 X 21	18.00	2000.00 *	36.36	3/3 & 3/17	2/28 & 3/14	2/28 & 3/14	6 7/16 X 10 1/2	31.5	2 1134.00
LA INFORMACION	S	TAB	84.0	WEEKLY (W)	10 1/4 X 14	84	6 X 14	30.00	2520.00	30.00	3/2 & 3/16	2/28 & 3/14	2/28 & 3/14	6 7/16 X 10 1/2	31.5	2 1890.00
LA VOZ DE HOUSTON	S	B/S	50.0	WEEKLY (W)	13 X 21 1/2	129	6 X 21 1/2	20.00	2580.00	51.60	3/16	3/11	3/11	6 7/16 X 10 1/2	31.5	1 630.00
SEMANA	S	TAB	50.0	WEEKLY (W)	10 5/16 X 13	65	5 X 13	27.00	1755.00	35.10	3/2 & 3/16	2/25 & 3/11	2/25 & 3/11	6 7/16 X 10 1/2	31.5	2 1701.00
HOUSTON TOTAL																5355.00

* PLEASE NOTE: FULL PAGE RATE FOR EL MEXICA REFLECTS A DISCOUNT OVER THE COLUMN INCH RATE

LOS ANGELES / AUG 8 - 14																
AZTECA	S	B/S	35.0	WEEKLY (W)	13 3/4 X 21 1/2	129	6 X 21 1/2	13.00	1677.00	47.91	7/27 & 8/3	7/20 & 7/27	7/20 & 7/27	6 7/16 X 10 1/2	31.5	2 819.00
EASTERN GROUP PUBLICATIONS	B	B/S	68.0	WEEKLY (TH)	13 X 21	128	6 X 21	22.00	2772.00	40.76	7/28 & 8/4	7/21 & 7/28	7/21 & 7/28	6 7/16 X 10 1/2	31.5	2 1386.00
EXCELSIOR*	S	B/S	60.4	WEEKLY (F)	13 X 21 1/2	129	6 X 21 1/2	24.70	3166.30	52.75	7/29 & 8/5	7/22 & 7/29	7/22 & 7/29	6 7/16 X 10 1/2	31.5	2 1556.10
LA OPINION	S	B/S	106.4	DAILY	13 X 21 1/2	129	6 X 21 1/2	24.38	3145.02	29.01	7/22, 7/29 & 8/5	7/15, 7/22, & 7/29	7/15, 7/22, & 7/29	6 7/16 X 10 1/2	31.5	3 2303.91
NOVEDADES	S	TAB	99.1	WEEKLY (TH)	10 13/16 X 13	65	5 X 13	28.25	1836.25	18.53	7/21, 7/28 & 8/4	7/14, 7/21 & 7/28	7/14, 7/21 & 7/28	6 7/16 X 10 1/2	31.5	3 2669.63
NUESTRO TIEMPO	S	TAB	400.0	WEEKLY (TH)	10 13/16 X 13	65	5 X 13	122.00	7930.00	19.83	7/28 & 8/4	7/21 & 7/28	7/21 & 7/28	6 7/16 X 10 1/2	31.5	2 7686.00
TU MUNDO	S	TAB	110.0	WEEKLY (TH)	10 X 13	65	5 X 13	32.83	2133.95	19.40	7/28 & 8/4	7/21 & 7/28	7/21 & 7/28	6 7/16 X 10 1/2	31.5	2 2068.29
UNION HISPANA	S	TAB	35.0	WEEKLY (F)	10 X 13 1/4	65	5 X 13	13.85	900.25	25.72	7/29 & 8/5	7/22 & 7/29	7/22 & 7/29	6 7/16 X 10 1/2	31.5	2 872.55
VARIEDADES	S	TAB	193.1	WEEKLY (TH)	10 X 13	65	5 X 13	58.33	3791.45	19.63	7/21, 7/28 & 8/4	7/14, 7/21 & 7/28	7/14, 7/21 & 7/28	6 7/16 X 10 1/2	31.5	3 5512.19
LOS ANGELES TOTAL																24873.66

* PLEASE NOTE: EXCELSIOR IS A TABLOID (10 1/4 X 12 3/4) / SPORTS SECTION IS A PULL-OUT B/S AS DETAILED ABOVE

PHILADELPHIA / NOV 7 - 13																
EL HISPANO	B	TAB	26.0	WEEKLY (TH)	10 5/16 X 16	80	5 X 16	28.00	2240.00	85.15	10/27 & 11/3	10/20 & 10/27	10/20 & 10/27	6 7/16 X 10 1/2	31.5	2 1764.00
LA ACTUALIDAD	S	TAB	20.0	WEEKLY (TH)	10 X 14	84	6 X 14	8.50	714.00	35.70	10/27 & 11/3	10/20 & 10/27	10/20 & 10/27	6 7/16 X 10 1/2	42.0	2 714.00
PHILADELPHIA TOTAL																2478.00

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